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August 22, 2022

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Marblehead Select Board
Marblehead Municipal Light Department Commissioners

Dear Friends,

I am writing to express my interest in the open Light Department Commissioner vacancy.

Before my career in marketing, I worked for a non-profit that focused on industrial water conservation. I rose through the organization very quickly becoming its Executive Director before leaving for the private sector.

I worked for two Boston area promotion marketing firms and then started and ran Promosis, Inc., a promotion marketing agency for 25 years, leading the company as both CEO and CIO. I was primarily responsible for business development, but also managed the company's internet services, developer staff, AWS cloud installation that served hundreds of client projects, and the company's finances. I sold my interest in the company in Dec 2021 and completed a six month transition contract June 30, 2022.

In volunteer capacities, I served on the Board of the Boston Yacht Club for 14 years and as its Rear, Vice and Commodore for six of those 14. That stint included two years as Finance Committee Chair responsible for all organizational budgeting.

I was appointed to the Finance committee of the Marblehead Community Charter Public School and served on it for five years before being elected Board Chair for three.

I am a Founder and managing partner of Prospect Partnership, LLC, a real estate development and management company.

I am a Founder and minority owner of The Ugly Mug Diner, Salem MA

I have had a lifetime of study in sustainability, starting with college courses in the 1980's, internships, (including The Club of Rome headed by Dartmouth Professor Dana Meadows who wrote "The Limits to Growth". Further, my work included other sustainable growth organizations and personal interests up to and including research and installation of a residential solar array last year. This included a complete rebuild of our electrical feed and panel last year, interviewing 4 installer companies, understanding MA and municipal regulations and rate structures.

I would like to bring my experience and perspective to the MMLD Board to assist the Department in meeting its projected growth challenges.

I have strong skills in marketing, writing, budgeting, cost containment and financial analysis. It is apparent to me that all of these skills will be useful to the Light Department and its Board as

they embark on upgrading systems and infrastructure and concurrently communicating to Marblehead stakeholders about the Light Department's needs, upgrades and rate restructuring.

I believe the department and the town also would benefit from a town wide education effort to integrate electric vehicles in the most responsible way possible. EV buyers are predominantly predisposed to making changes that assist the greater good. We can tap into that to help structure responsible charging patterns that help MMLD to manage the increased load properly.

In addition to educating, it is important in today's connected world to have the ability to communicate to your stakeholders quickly and effectively. Note this communication from Verizon during the partial MMLD outage on 8/14:

Text Message
Sun, Aug 14, 6:32 PM

We've detected a commercial power issue in your area that may affect your Verizon services. For more info, please visit [verizon.com/outage](https://www.verizon.com/outage)

The commercial power issues in your area may have been cleared. If you still have issues with your Verizon service, visit [verizon.com/support](https://www.verizon.com/support)

In these messages Verizon is out front with information resources and an implied statement of where they stand on the matter. MMLD needs to be as or better prepared to be able to communicate issues and timelines with its customers. I have experience with these systems and can lead in their development and deployment.

I am a 37 year resident of Marblehead and I raised my family here. I have two grown daughters, one who remains in Marblehead, who both attended Marblehead Schools through High School. I currently enjoy the beginning of "retirement" with my wife, Janet.

I am interested in discussing the vacant position further and to answering any questions that either Board would like me to address.

Thank you for your consideration.

Sincerely,

Peter Barnet